

Message Text

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UNCLAS SECTION 1 OF 2 THESSALONIKI 0286/1

E.O.11652:N/A
TAGS: BEXP, GR
SUBJECT: 1977 THESSALONIKI FAIR

REF: USDOC 20127

1. SUMMARY: THE POLITICAL AND ECONOMIC IMPORTANCE WHICH THE GOVERNMENT OF GREECE ATTACHES TO THE THESSALONIKI INTERNATIONAL FAIR WAS INCREASED THIS YEAR AS THE GOG USED IT FOR A VEHICLE TO PROMOTE, BOTH INTERNATIONALLY AND DOMESTICALLY, GREECE'S ENTRY INTO THE COMMON MARKET. THIS WAS A MAJOR THEME OF THE INAUGURAL CEREMONIES AND THE "DAY OF THE EEC" WAS THE MOST EXTENSIVELY CELEBRATED OF THE FAIR WITH PRESS CONFERENCES, SPEECHES AND LECTURES, AND A LARGE RECEPTION. THE FAIR ITSELF WAS LARGER AS THE NUMBER OF EXHIBITORS INCREASED TO 2,915 FROM LAST YEARS, 2,888 AND THE TOTAL EXHIBIT AREA INCREASED TO 94,888 SQUARE METERS AS OPPOSED TO 91,226 THE PREVIOUS YEAR. THE NUMBER OF COMMERCIAL VISITORS ALSO ROSE FROM 36,200 TO AN ESTIMATED 50,000. THE U.S.A. PAVILION IN 1977 OCCUPIED 1,300 SQUARE METERS OF INDOOR SPACE WITH 40 PARTICIPANTS REPRESENTING 58 AMERICAN COMPANIES. TOTAL ATTENDANCE AT THE PAVILION WAS 564,032. ALTHOUGH MOST
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PARTICIPANTS WERE PRIMARILY SEEKING CORPORATE EXPOSURE TO THE GREEK PUBLIC, 1,800 SALES LEADS WERE DEVELOPED AND THERE WERE IMMEDIATE SALES OF DOLLARS 49,000. A CONSERVATIVE ESTIMATE OF THE FUTURE SALES IS DOLLARS 698,000. END SUMMARY

2. GENERAL: THE THESSALONIKI INTERNATIONAL FAIR

AS THE ONLY MAJOR INTERNATIONAL TRADE FAIR IN GREECE SERVES A NUMBER OF IMPORTANT DOMESTIC AND INTERNATIONAL POLITICAL AND ECONOMIC OBJECTIVES OF THE GOVERNMENT OF GREECE. DOMESTICALLY, HAVING GREECE'S MOST IMPORTANT COMMERCIAL EVENT OUTSIDE ATHENS HELPS TO PROMOTE THE ECONOMIC DEVELOPMENT OF NORTHERN GREECE. THE FAIR OPENING IS ALSO THE TRADITIONAL OCCASION FOR A MAJOR SPEECH (USUALLY DEALING WITH ECONOMIC THEMES) BY THE PRIME MINISTER.

3. INTERNATIONALLY, THE THESSALONIKI LOCATION IS SEEN BY GREECE AS HELPFUL FOR STRENGTHENING TIES WITH THE BALKAN COUNTRIES AND EMPHASIZING THESSALONIKI'S POTENTIAL AS A COMMERCIAL CENTER AND ENTRY-PORT FOR ALL THE SOUTHERN BALKANS. THE THESSALONIKI LOCATION ALSO DEMONSTRATES THE EASY OVERLAND ACCESSIBILITY OF GREECE TO WESTERN EUROPE AND THE COMMON MARKET.

4. EXHIBITORS, ATTENDANCE AND SALES, THE TOTAL NUMBER OF EXHIBITORS FOR 1977 INCREASED SLIGHTLY TO 2,915 (1976-2,888) WHILE THE EXHIBIT AREA INCREASED 4 PER CENT TO 94,888, SQUARE METERS., OF THE TOTAL EXHIBITORS, 1,371 WERE GREEK AND 1,544 WERE FOREIGN REPRESENTING 37 DIFFERENT COUNTRIES. THERE WERE 20 NATIONAL PAVILIONS HOUSING 1,034 OF THE FOREIGN UNCLASSIFIED

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EXHIBITORS WITH THE OTHERS PARTICIPATING IN VERTICAL PAVILIONS.

5. U.S.A. PAVILION: A) GENERAL: THE 7 U.S.A. PAVILION OCCUPIED 1,300 SQUARE METERS OF INDOOR SPACE IN SAME BUILDING USED IN THE PREVIOUS SEVEN YEARS. AS NOTED IN THE SUMMARY, THERE WERE 40 PARTICIPANTS REPRESENTING 58 AMERICAN COMPANIES.

B) BUDGET: THE PAVILION USED THE SAME BASIC LAYOUT AS 1976 AND THIS HELPED TO KEEP THE TOTAL BUDGET DOWN TO DOLLARS 115,000 OF WHICH THE DEPARTMENT OF COMMERCE PROVIDED 8,000 PLUS THE SERVICES OF AN EXHIBIT MANAGER (MR. WILLIAM LYNCH, DEPUTY DIRECTOR OF THE U.S.A. TRADE CENTER IN MILAN).

C) USIS PARTICIPATION: THE USIS PARTICIPATION WAS CRUCIAL TO THE SUCCESS OF THE PAVILION. THE MOST SIGNIFICANT ASPECT OF THIS WAS THE "DIMENSIONS U.S.A." EXHIBIT AT THE ENTRANCE TO THE PAVILION. THE EXHIBIT INCLUDED A VIKING MARS LANDER AND CLOSE-CIRCUIT TELEVISION FILMS OF MARS, VARIOUS MEASURING

DEVICES, A LASER BEAM AND A HOLOGRAM. IT WAS SET UP UNDER THE DIRECTION OF MS. ELAINE FRY FROM USIS IN WASHINGTON. MR. JOHN PAPARAS, A RETIRED SCIENTIST FROM THE U.S. BUREAU OF STANDARDS WAS PRESENT AT ALL TIMES DURING THE FAIR TO EXPLAIN IN GREEK THE SCIENTIFIC DETAILS OF THE EXHIBIT. THE HIGH QUALITY OF "DIMENSIONS U.S.A." AND THE PRESENCE OF MR. PARARAS WERE FAVORABLY COMMENTED UPON MANY VISITORS AND PROVIDED A CONVINCING DISPLAY OF AMERICAN TECHNOLOGY WHICH CARRIED OVER TO THE COMMERCIAL EXHIBITORS.

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D) PUBLICITY: USIS ALSO PROVIDED PUBLICITY FOR THE PAVILION WITH A SERIES OF PRESS RELEASES ISSUED BEFORE AND DURING THE SHOW AND A PRESS CONFERENCE AND PREVIEW IMMEDIATELY PRIOR TO THE FAIR OPENING. ABOUT THIRTY CORRESPONDENTS ATTENDED THIS EVENT AT WHICH THE CONSUL GENERAL, BPAO AND COMMERCIAL ATTACHE SPOKE. IT RECEIVED EXCELLENT PRESS COVERAGE ON SATURDAY, SEPTEMBER 3RD, THE DAY OF THE FAIR'S OFFICIAL INAUGURAL. THE U.S.A. PAVILION WAS ALSO FEATURED IN THE CONSULATE GENERAL'S GREEK-LANGUAGE COMMERCIAL BULLETIN WHICH IS SENT TO 1,200 NORTHERN GREEK BY THE CONSULATE AND USED AS A SUPPLEMENT TO THE COMMERCIAL PUBLICATION OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE IN ATHENS.

E) AMERICA DAY: THE HIGHLIGHT OF U.S. PARTICIPATION THIS YEAR, AS IN THE PAST, WAS AMERICA DAY. WE WERE ABLE TO RESERVE SEPTEMBER 7, EARLY IN THE FAIR, TO MAXIMIZE THE DAY'S IMPACT. THE MAJOR
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EVENT WAS A RECEPTION AT THE U.S.A. PAVILION FOR ABOUT 700-800 INVITED GUESTS. THE HOSTS FOR THE RECEPTION WERE THE CHARGE D' AFFAIRE, THE CONSUL GENERAL AND THE GREEK AND AMERICAN CO-PRESIDENTS OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE.

F) PAVILION SALES AND ATTENDANCE: THERE WERE 564,032 VISITORS TO THE U.S.A. PAVILION AND IMMEDIATE SALES OF DOLLARS 49,000. FUTURE SALES ARE CONSERVATIVELY ESTIMATED AT DOLLARS 698,000.

6. RECOMMENDATIONS: THE EXPOSURE OF 564,032 PERSONS TO AMERICAN TECHNOLOGY AND PRODUCTS MAKES AMERICAN PARTICIPATION IN THE THESSALONIKI FAIR AN IMPORTANT ASPECT OF OUR COMMERCIAL PROGRAM IN GREECE. THE EXPOSURE OF THE SAME NUMBER OF PERSONS IS A HIGH QUALITY USIS PRESENTATION SUCH AS WAS MOUNTED THIS YEAR DIRECTLY SUPPORTS U.S. COMMERCIAL OBJECTIVES ABROAD. IT IS VERY IMPORTANT, THEREFORE, THAT WE AND USIS CONTINUE OUR PARTICIPATION IN THE FAIR. THIS PARTICIPATION HOWEVER, CAN BE MADE MORE EFFECTIVE, BOTH COMMERCIALY AND IN TERMS OF PUBLIC RELATIONS, BY STRUCTURING IT MORE CLOSELY TO THE FAIR'S AUDIENCE. SPECIFICALLY, WE RECOMMEND THAT:

A) THE USIS PARTICIPATION BE EXPANDED TO PROVIDE A TRUE CENTERPIECE FOR THE ENTIRE PAVILION. THE USIS EXHIBIT IS SEEN BY THE HUNDRED OF THOUSANDS WHO VISIT THE U.S.A. PAVILION AND AN IMAGINATIVE EXHIBIT ON AMERICAN LIFE OR TECHNOLOGY HAS A TREMENDOUS IMPACT, PARTICULARLY AS IT IS VIEWED IN COMPARISON WITH THE NATIONAL PAVILIONS OF AT
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LEAST 20 OTHER COUNTRIES, INCLUDING THOSE OF EASTERN EUROPE.

B) THE U.S.A. PAVILION SHOULD FEATURE MORE CON-

SUMER PRODUCTS WITHIN THE REACH OF THE AVERAGE FAIRGOER. FOR EXAMPLE, THIS YEAR TUPPERWEARE, POLAROID AND TEXAS INSTRUMENTS (INEXPENSIVE DIGITAL WATCHES) HAD VERY POPULAR AND SUCCESSFUL DISPLAYS. THIS TYPE OF PARTICIPATION SHOULD BE XPANDED TO INCLUDE KITCHEN AND HOME APPLIANCES (PERHAPS A MODEL KITCHEN), SPORTS AND RECREATIONAL EQUIPMENT, FURNITURE AND HOME SHOP TOOLS.

C) THE VISIT OF SOME HIGH-LEVEL PERSONAGE, EITHER FROM GOVERNMENT OR THE PRIVATE SECTOR, AS GUEST OF HONOR FOR AMERICA DAY.

7. THE ABOVE IS A SUMMARY OF AN AIRGRAM WITH ENCLOSURES BEING SENT DEPARTMENT AND OTHER ADDRESSEES.
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Message Attributes

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